

ABSTRACT OF THE INVENTION

A branding framework for use in efficiently locating branding resources and applying them throughout a software product. Centrally stored resource files contain branding resources and have namespaces assigned to them. A branding engine of the framework calls a group of resource files as a function of a selected namespace and searches the called group for branding resources to be installed in the software product. In one embodiment, the branding engine searches the called resource files based on the metadata embedded in the resource files.